



CUTSIZE SEGMENTATION

2014-15

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1 Introduction

This report assesses the market segmentation of White Cutsized Office Paper (70gsm to 90gsm) sector (abbreviated to “**cutsized**”). This document examines the Premium/Standard/Economy hierarchical segmentation of the sector and how that is established in each of the market dimensions - Users, Applications, Technology, Products, Prices.

The report is general and descriptive, with a regional focus on Western Europe and examples from North America and Asia.

The market is defined as the Uncoated Woodfree Cutsized White Papers for Office and similar uses. Excluded from this study are recycled-fibre, mechanical-fibre and mineral-coated papers.

About EMGE

EMGE & Co. Ltd. is a specialist market consulting company, based in UK. The company was established in 1993 and employs a small group of about 10 consultants, researchers and interviewers. EMGE performs market studies and publishes reports, analyses and forecasts about the world paper markets.

One important focus area of the company is the Office Cutsized Paper sector and EMGE has a wide reputation for its insight and experience in this industry. The company monitors market activity continuously and regularly publishes reports on a multi-client basis.

An example of the regular multi-client studies by EMGE is the “*European Woodfree Paper Market*” report series, which is published three times a year, assessing the demand, trade, production, capacity and prices for Woodfree paper grades, including Cutsized Office Papers. In addition, since 2003, the company commercially organises an international conference on the Office and Digital Printing Paper Markets, every two years.

Clients of these reports and services include most of the leading paper producers around the world, as well as several large distributors, printer manufacturers, suppliers and others.

6 Market Research Interviews

Project Methodology

Following a short study performed in early-2014, relating to marketing, pricing and distribution of Cut-size Papers, EMGE have undertaken further work in Europe to qualify the accuracy of the segmentation and distribution data provided in the initial study.

EMGE performed 50 interviews for this project between August and September 2015, in several European countries, with mills/agents (14) and buyers (36), as set out in the table below:

Country	Interviews per country	
Austria	4	8%
Belgium	3	6%
Denmark	2	4%
France	4	8%
Germany	9	18%
Italy	4	8%
Netherlands	6	12%
Norway	1	2%
Portugal	1	2%
Spain	2	4%
Sweden	2	4%
Switzerland	2	4%
UK	7	14%
West Europe Total	47	94%

Country	Interviews per country	
Poland	1	2%
Russia	2	4%
East Europe Total	3	6%
Total Europe	50	100%
of which:		
Mills/Agents	14	28%
Buyers	36	72%

We asked interviewees the following questions:

- How do you see the current A-B-C segmentation in your own markets (volume/percentage split, by country)?
- What changes are seen between 2010, current (2015) and forecast (2020)?
- What is the share of each distribution channel within your own markets – Merchants, Non-merchants (OEMs, OSDs, retailers or direct from mill).

The survey results were collated and compared to other EMGE data and sources to provide overall market segmentation volumes/shares, by country for:

- A-B-C segments (white cutsize UWF papers)
- Merchant vs Non-Merchant shares